



RFP: Preferred Graphic Design Vendor

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About Orbis

Orbis International works around the world to prevent blindness and restore sight for children and adults in places where eye care is out of reach—so vision problems don't make it harder to learn, earn a living, or enjoy life. Around 1.1 billion people live with vision loss, but with the right care, 90% of it is completely avoidable. That is why Orbis trains doctors, nurses, and other eye care professionals to provide care in their own communities—and works to make sure people of all ages can access the eye exams, glasses, medicine, and surgeries they need to protect and restore their sight. Orbis began this work more than 40 years ago with the Flying Eye Hospital, a teaching hospital on a plane that brings expert training and care where they're needed most. Today, we also work with local hospitals and clinics across Africa, Asia, and Latin America to make eye care available to more people, and we use and develop technology—like our award-winning Cybersight e-learning and telehealth platform, artificial intelligence screening, and virtual reality training—to help eye care teams treat patients more effectively. Orbis ranks in the top 3% of U.S. charities, having earned top marks for transparency and accountability from Charity Navigator, GuideStar, and the Better Business Bureau.

Project Background

As Orbis is a leading global eye health organization, it is imperative that our products be highly visual, easy to read, and follow the Orbis brand guidelines. The preferred vendor should become very familiar with the Orbis brand and design guidelines. Designs, when necessary, should utilize Orbis's vast library of high-quality photography.

The content, look, and feel should position Orbis as being uplifting and hopeful, forward-thinking, positive, determined, and a professional and trustworthy organization.

Project Scope

Orbis International is seeking a preferred design vendor as a go-to trusted partner for a variety of large and small Orbis-branded design projects with quick turnaround times. These projects will require timely collaboration between the Orbis team and the vendor, including mostly email correspondence and possibly an initial video call for more detailed projects. Projects can last from a few days to a few month, depending on the scope. We are looking for a design team or consultant that can jumpstart projects with little lead time and move them forward quickly. Projects often arise without much notice, and we are looking for a reliable and flexible vendor we can trust. This partnership will last for a 24-month period, and we anticipate collaborating on 20-30 projects per 12-month period.

Ahead of starting each new project, Orbis and the vendor will agree on the anticipated number of hours that a particular project would take.

Examples of prior design projects

- Logo Lockup – Create a lockup of the Orbis logo and one or more of Orbis's partners while abiding by Orbis brand guidelines. Provide the full suite of file formats for the logo.
- Infographic – Create an infographic about an Orbis program for social posts using provided data. Provide sizes suitable for all social channels, including Facebook, Twitter, LinkedIn, and Instagram.
- Shareables – Create shareables, sized for different social media platforms, to promote an awareness day or initiative.
- Cultural Mascot Series – Create illustrated images of Seymour the Bear, Orbis's Mascot, dressed in traditional attire from countries where the Flying Eye Hospital visits.

- Flyer/Brochure – Create a trifold brochure about a specific project or program with provided content from Orbis (text copy, photos, logos) and might require the creation of additional infographics or illustrations.
- Event Signage – Banners, signs, and brochures for Flying Eye Hospital programs.
- Museum Sign – A 9 ft x 5 ft, double-sided exterior, informational sign about the second-generation Flying Eye Hospital for display at the Pima Air and Space Museum.
- Virtual Backgrounds – Design 4-6 Orbis-branded, professional virtual backgrounds applicable for Zoom and Teams video calls and suitable for all global teams.
- PowerPoint Template – Create an Orbis-branded template that will standardize the typography, color palette, and overall layout of the template slides. The template should provide a clean, contemporary and consistent presentation for the Orbis brand. The template should include slides for titles, section headers, dividers, agendas, table template, with sample pages for each and instructions for use.
- Logo – Create an anniversary logo for Orbis or an Orbis country office. Provide 2-3 options for design direction, then develop the final selection to completion.
- Annual Report – Design a 30-page, professional and creative report each year for Orbis outlining the highlights of the year's achievements.

Materials Provided by Orbis

- Orbis brand guidelines
- Copy/text
- Photography options
- Brand assets, including logo, existing illustrations and icons, etc.

Deliverables

- To be determined on a project-by-project basis

Pricing

We are requesting a quote for an hourly rate for the types of design projects described above. Hourly rates should include all costs (save expenses requiring other vendors, such as printing costs) and be provided in USD.

If possible, provide expected number of hours needed to complete each project example listed above in the “Examples of prior design projects” section.

RFP Submission Process

In order to finalize the selection of the most appropriate provider, the following information is required in each proposal. The proposal MUST contain all of the information requested below:

- Please clearly indicate your past experience with similar projects. Examples or links to other similar projects that you have designed, both digital and print, should be provided.
- Quotation/cost breakdown on an hourly rate and any relevant details on how you charge.
- Confirmation of response time for project requests and how deliverable timelines are determined.

Evaluation Weight Table

The review committee will evaluate each proposal and, at their discretion, will select one vendor to complete the work specified in the Scope of Work section.

Evaluation Criteria 1: Experience and Samples (weight 40%)

- Vendor has the ability to demonstrate relevant prior experience and knowledge of the services required and can show 1-2 samples for 4 or more of the example design projects listed above.
- (Preferred) Demonstrate experience working with NGOs
- (For agencies only) Identify and provide relevant professional background on the account manager who will serve as the primary point of contact for this effort, in addition to providing that information for any other individuals who will support the account.

Evaluation Criteria 2: Implementation Timeline (weight 40%)

- Proposal is submitted by the provided deadline, Friday, October 31, 2025.

Evaluation Criteria 3: Price Quote (weight 20%)

- Vendor provides a fair quote for an hourly rate that represents their skill and level of experience.
- Vendor provides a nonprofit discount rate, if available.

RFP Timeline

Issue Request for Proposals	Monday, October 20, 2025
Proposal submissions due	Friday, October 31, 2025
Vendor Q&A	Monday, November 3- Wednesday, November 5, 2025
Select Vendor to Award Business	Thursday, October 6, 2025
Estimated Contract Start Date	Monday, November 10, 2025
Contract Duration	24 months

Submission of Proposals

Please submit your proposal [here](#) (Please click here to go to the submission page and submit your proposal) no later than

Friday, October 31, 2025. Multiple attachments may be added.

Contract award and notification

Orbis will award the Contract to the notified successful Bidder(s) whose bid has been determined as the best evaluated bid considering price/performance factors, provided further that the Bidder is determined to be qualified to enter into a master service agreement.

Disclaimer

Orbis reserves the right to alter the dates of the timetable.

Orbis does not bind itself to accept the lowest or any proposal.